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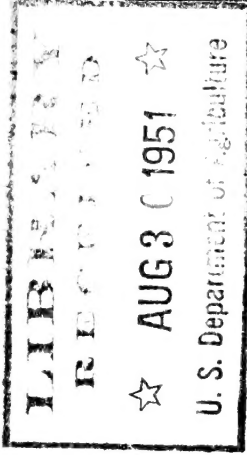


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**RUSSWARD**  
**Saintpaulia Growers**

**JONESBORO, ARK.**

August 1951



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# News Letter

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August, 1951

Hey there!

Am going to abbreviate to save space, and in the meantime, you all, tell your violets to behave for a couple of months 'til we get caught up with all the back Q's.

Q. . . . nice looking plants don't bloom. (Taking care of roughly a dozen queries right here).

A. Possible trouble: not enough light. Soil too rich in nitrate. Try more sand in potting mixture and bone meal instead of manure or other nitrogen rich fertilizers.

Q. . . . . scrawny plants don't bloom.

A. Possible trouble: Not enough light. Soil texture probably too heavy. Violet root system delicate. Needs loose loamy quality soil. Beware of clay types that gum up. Add sand and/or peat.

Q. How do you start violet leaves?

A. Cut stem about 1½ inches long. Longer the stem, the longer it takes to root. Allow cut to heal (lose slick look) about fifteen minutes. Put in water or damp sand or vermiculite. If in water, allow roots to form ONLY. If you leave the leaf there until plant grows at end of stem you're in for trouble when you shift it to soil. If using sand or vermiculite leave it there as long as you want. Begin feeding mild Hyponex solution as soon as leaves appear at surface. You can shift to soil any time the notion strikes you or leave it in sand or vermiculite indefinitely. But you have to feed it.

Q. Name of violet, very deep blue, with white edge on flower?

A. Lady Geneva.

Q. Name of a violet which sends out a stem with four or five leaves at the ends. Blooms come from among those leaves.

A. You have what is euphemistically called a "hanging basket" plant. Ruffles frequently does this, but it has been known to happen on nearly all varieties, particularly on those which form little secondary leaves on the bloom stalk. Like leaf variegation, it seems to happen in isolated plants. The tendency doesn't propagate true, either by cuttings or seed.

Q. Clay pots or tin cans for A.V.?

A. Clay pots are recommended, but I've seen them blooming all over the place in things as various as G. I. helmet liners and baby potties, so suit yourself.

Q. Centers stay small. No mite. Could too much sun stunt them?

A. No. Too much light will bleach them out but it wouldn't stunt them. They'd burn before they'd do that. See "scrawny plants don't bloom" above.

Q. Use manufactured gas. Violet won't bloom.

A. Now there is them that swears that manufactured gas doesn't affect violet blooming. Heard of a case where weed killer in the cellar caused this kind of shenanigans. Excessive dryness will, too.

Q. Little tiny black bugs that fly around

A. Plain little black flies. Harmless. Breed in the soil. Try EndoPest. It's a dust. If your summer is as muggy where you are as ours has been, you don't want any sprays.

Q. Pink violet foliage has turned yellow.

A. Needs fertilizer.

Q. How to make manure tea?

A. Pour boiling water to brim of a bucket half full of rotted manure. Use "tea" (Egad!) off the top. Have patience. Somebody will come out with manure teaballs one of these days.

Q. When is the best time to start violet leaves?

A. Spring. Second choice, summer. Third choice, fall. Fourth choice, winter.

Q. You ship in summer?

A. Heck yeah. Biggest danger is a damp rot, thanks to Arkansas summer humidity. Loss only runs about 2% though, and our guarantee covers ALL loss, regardless of what happens to the things. If you ain't happy, let us know!!

Cordially,

*"Russ"*

JONESBORO, ARKANSAS

**Sustaining Member African Violet Society of America, Inc.**

Ship To \_\_\_\_\_ Date \_\_\_\_\_

Street or R.F.D. \_\_\_\_\_

Town and State \_\_\_\_\_

Amount Enclosed \$ \_\_\_\_\_

If this order is being sent as a gift, please write your own name and address below since we would like to notify you of shipment.

[illegible]

**Collector's Discount:** If your order totals \$10.00 or more, deduct 10%. If your order totals \$20.00 or more, deduct 20%.

**ARKANSAS CUSTOMERS: ADD 2% SALES TAX**

## Cut Along Line



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# PRICE LIST

**Shipping Information**—All plants we ship out are two-and-a-quarter size or more. We ship in paper pots to minimize set-back in transit. List price includes the cost of packing and mailing. All our plants are unconditionally guaranteed to arrive in good condition. If something is amiss with your order, please let us hear from you as soon as possible. A satisfied customer is the best business asset we have. We want you to be pleased.

**Substitutions**—When we list these plants every month, we have plenty on hand to take care of the demand. However, the vagaries of the public are legion, and sometimes there will be a sudden unexplainable demand for a variety which we thought we had “plenty” of. When this happens, we either 1) send the balance of your order and follow up with the scarce one as soon as we can, or 2) substitute with a similar variety of the same or (more often) greater value. Customers frequently help us out in this sort of a situation by jotting down a second or third choice, or frankly saying that they want this variety and no other. We appreciate this consideration.

**Please Note** the Collector's discount on the order blank.

## DOUBLES

**Double White**—Y'know what white stock looks like? Well, these flowers will remind you a lot of that. They all bear many flowers per flower stalk and the effect really makes you sit up and take notice. The foliage is a good heavy green, semi-quilted. Not this pale, washed-out green you usually find on whites. These plants are all three-inch, in full bloom. The originator has named them Dark Beauty (with a great deal of blue marking), Azure Beauty (with only a little marking), and Purity (snow white). We only have a few of the latter and aren't sure when we will have more.

Dark Beauty .....	\$3.00
Azure Beauty .....	\$3.00
Purity .....	\$3.25

**Double Orchid Girl**—Just what it says. The popular Orchid Girl, or Red Girl, or Red Headed Girl, with a double flower. Cute and fluffy. These are three-inch, too. In full bloom .....

\$3.00

**Double Sailor Delight**—A lot of these plants are beginning to appear on other price lists and you're going to see “Double Delight” which is a pale blue double WITHOUT the girl foliage. **This** variety is a Double Sailor Girl. The bloom is unusually large and flattish. Like Double Neptune. Two and a quarter size plants. In bloom .....

\$2.25

**Double Neptune**—This isn't new but it's sold like hot cakes ever since it first came out. Dark reddish purple double. Opens big and lush. Sleek dark Neptune foliage .....

\$1.50

## NEW SINGLES

**Star Sapphire**—Still don't know how this got under

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the "Doubles" last month. On the contrary, it's one of the most unusual singles we've seen in a long, long time. The flower doesn't have the usual "violet" shape at all. Perfect five-pointed star — \$2.25

**Snow Girl**—This is the pure white girl. No marking of any sort. Girl foliage with unusually large white area at base of the leaf, deep scalloping. Large, full blooms — \$2.25

**Rose Marie**—A true rose color. Foliage very dark. Leaves round. It's hard to beat a good specimen of this. Three inch plants in bloom — \$3.00

**Purple Dawn**—A solid bluish-purple with deeper purple veining in the flower. A very unusual color. Profuse bloomer, heavy foliage, red veining underneath. Three inch plants. In full bloom — \$3.00

**Fantasy**—Pale lavender-pink flower shot with purple. Folks do a "double-take" on this one. Unusual. Three inch plants in full bloom — \$3.00

### ESTABLISHED FAVORITES

**Blue Chard**—Flat growth, elongated leaves, bright medium-blue flowers — \$1.50

**Blue Eyed Beauty**—Large white blossom with blue marking on the flower. Remarkable for its vitality and profuse bloom. Rich green foliage — \$2.00

**Commedore**—Dark foliage, dark, dark purple bloom — \$1.00

**Gorgeous**—Exquisite red spooned variety. Dark green foliage, red reverse — \$1.50

**Gypsy Ann**—Lovely pale blue. Dark green rippled foliage. A graceful plant — \$1.50

**Orchid Beauty**—Red-lavender flower, medium green foliage — \$1.00

**Orchid Wonder**—Light orchid, shading to burgundy. Excellent flat, slick foliage. Blooms are enormous — \$1.50

**Periwinkle**—All-time favorite pale blue. Large husky dark green foliage — \$1.25

**Red King**—Rich burgundy flowers, magnificent semi-quilted dark foliage — \$1.50

**Redland Ruffles**—Redland sport. Dark tapered foliage of Ruffles — \$1.25

**Snow Prince**—This will undoubtedly become the standard white among African Violet fanciers. The flowers are softly rounded—about the shape of a Neptune blossom. The leaves are a rich green, heart-shaped, rather slick — \$2.00

### GIRLS

Since these seem to come in all sizes, colors and shapes, it seems just as well to put them in a section by themselves. The "girl" refers to the foliage, of course. It is scalloped, with the white marking at the base of the leaf.

**Blue Girl** (medium blue) — \$1.00

**Bronze Girl** (red-lavender flower, very dark foliage) — \$1.50

**Old Lace** (A ruffled, miniature Blue Girl) — \$1.75

**Pink Girl** — \$1.50

**Red Girl** — \$1.25

**Sailor Girl** (pale blue) — \$1.25

**White Girl Hybrid** (white with blue markings. Also sold as Detroit Girl) — \$1.50

